

Serial No. 10/072,037
18 Nov 2005 Reply to
18 May 2005 Office Action

Amendments to the Claims

The following listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (currently amended) A method of capturing link-tracking information from a network user, the method comprising the steps of:

providing a link-tracking server computer ~~and a user computer~~ such that a network user viewing a ~~current display~~ tracking enabled Web page sends a request to the link-tracking server, wherein the request includes ~~a request~~ an instruction to record link-tracking information in a link-tracking file where said request received is originally contained in a tracking-enabled Web page; and creating a record in a link-tracking file containing link-tracking information.

2. (currently amended) The method of claim 1, further comprising the steps of:

determining a domain name of a file name specified in the network user request;
determining if the domain name of the requested file is different from a domain name of the current display page; and
indicating an exit link in the link-tracking file.

3. (original) The method of claim 2, wherein determining if the domain name is different comprises parsing the file name to identify a file name extension, a domain name, and a country code, if present in the file name.

4. (original) The method of claim 2, wherein the network user employs a browser to view the page, the display page is sent from a server having a given domain and the further including the step of causing the browser to provide one or more cookies that originate from that domain.

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5. (original) The method of claim 1, wherein the network user employs a browser to view a display page and the display page is tracking-enabled by a server that is a content provider server computer or a third party server computer, that responds to the user with a page having link-tracking code and further including the step of sending one or more corresponding requests to the link-tracking server to automatically record link-tracking information for each link selected by the user.

6. (original) The method of claim 5, wherein the user is connected to the content provider, link-tracking server or third party server via a data network.

7. (canceled)

8. (original) The method of claim 6, wherein the user is connected to the content provider server via a data network that is a value added network.

9. (original) The method of claim 5 wherein the link-tracking server executes Web server software that includes an application server and a data store.

10. (original) The method of claim 9 wherein the data store also contains the link-tracking files storing the link-tracking information.

11. (original) The method of claim 9 wherein the data store also contains one or more other data files other than the file storing the link-tracking information.

12. (previously presented) The method of claim 11, wherein the other data files comprise scripts or programs containing instructions to record the link-tracking information to the link-tracking files, or to generate link-tracking statistics or reports requested by a link-tracking subscriber.

13. (currently amended) The method of claim 5, wherein the link-tracking code is sent using the a hyper text transfer protocol.

14. (original) The method of claim 5, wherein the requests are real time protocol or file transfer protocol requests.

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15. (previously presented) The method of claim 5 wherein link-tracking information is captured by using a programming language to treat links as objects or link controls having properties sufficient to retrieve or read the properties link-tracking information.

16. (currently amended) The method of claim 15 wherein the programming language code specifies a function initial and searches ~~carries out the a processing by searching for a~~ links having anchor tags identified with start and end tags.

17. (original) The method of claim 5 wherein the link-tracking code is written such that whenever the link-tracking server is inoperative or inaccessible, the request for the page as selected by the user via a link may still be received at the content provider server or third party server.

18. (original) The method of claim 5 wherein cookies are sent by the server to create new cookies or update existing cookies contained in the user's computer.

19. (original) The method of claim 18 wherein the server checks to see whether the user computer already has existing cookies.

20. - 35. (canceled)

36. (currently amended) A computer server system for responding to requests for network data files comprising web site pages, the server system comprising:

a plurality of computers, each having a central processing unit that can establish communication with a network and having program memory that stores programming instructions that are executed by the central processing unit such that each computer of the server system establishes communication with the network, a link-tracking server computer and a user computer configured such that a network user viewing a ~~current display~~ tracking enabled Web page sends a request to the link-tracking server, wherein the request includes ~~a request an instruction~~ to record link-tracking information in a link-tracking file where said request received is originally contained in a tracking-enabled Web page; and a link-tracking file containing link-tracking information is created on the link tracking server.

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37. (original) The computer server system of claim 36 wherein the network user employs a browser to view a display page and the display page is tracking-enabled by a server that is a content provider server computer or a third party server computer, that responds to the user with a page having link-tracking code or an image source file and further including the step of sending one or more corresponding requests to the link-tracking, server to automatically record link-tracking information for each link selected by the user.

38. – 39. (canceled)

40. (new) A method of capturing link-tracking information from a network user, the method comprising the steps of:

- requesting a Web page content from a content provider server via a data network;
- receiving a tracking enabled Web page via the data network, wherein the tracking enabled Web page contains a link tracking code that initializes an initial function which creates an array of links contained in the received tracking enabled Web page;
- receiving a selection of a link in the array of links;
- sending a link tracking request to a link tracking server via the data network, wherein the link tracking request corresponds to the selected link; and
- sending a Web page content request to a content provider server, wherein the Web page content request corresponds to the selected link.